

FIG. 1

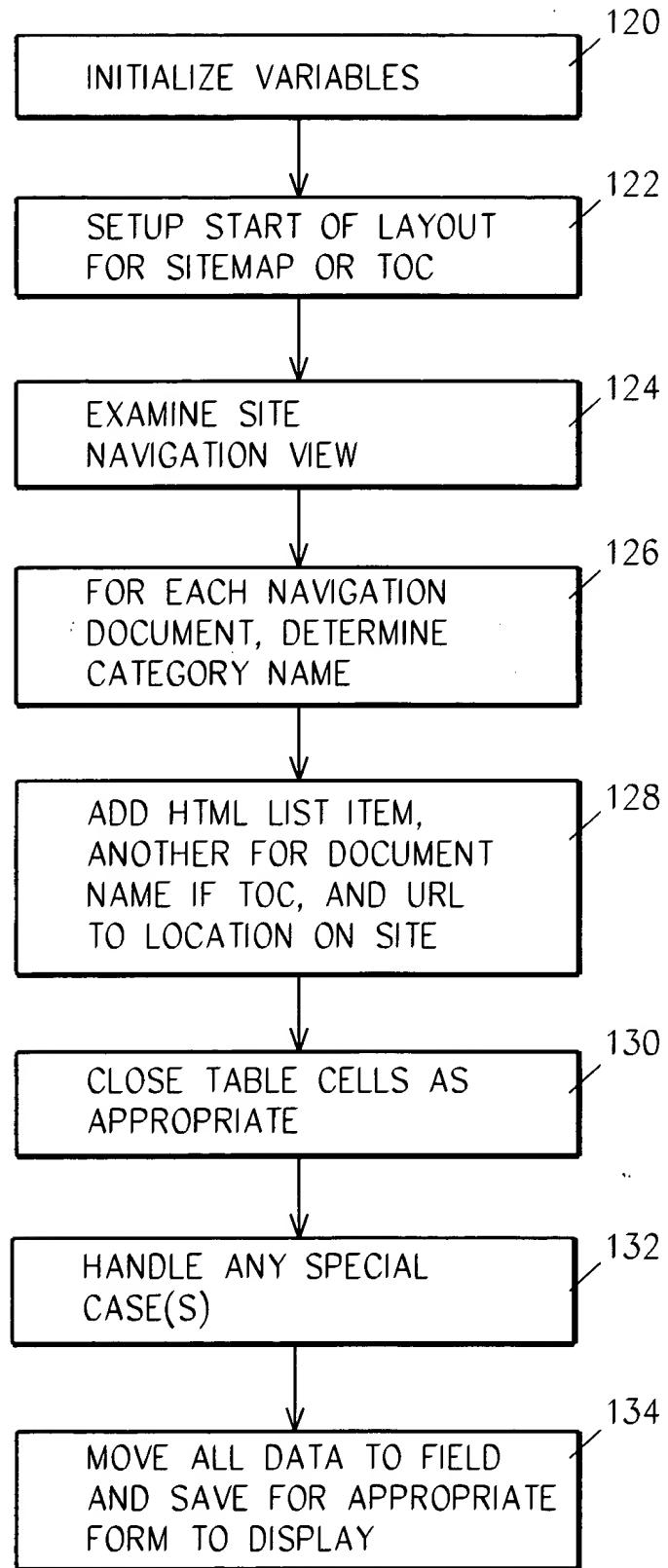


FIG. 2



[e-business] Advisor: Competition – Netscape

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IBM [e-business] the Advisor e-business

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Level the Playing Field

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Beat the Competition. It's a whole lot easier when you know who you're dealing with. Here's the market information and competitive analysis you'll need to develop a successful game plan. Just select a view by segment from the left. The resulting list will be a set of links to competitive information sorted by the company names of competitors. You may toggle this list to view the segment competitive information broken down by focus areas. Either way, the competitive links presented will be tailored to your individual needs. Click for descriptions of the individual links, and/or follow them from there to the resources you choose.

IBM

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TOPICAL CONTENT AREA PAGE

FIG. 3



[e-business] Advisor: Site Map – Netscape

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e-business Advisor Site Map

<u>Competition</u> <ul style="list-style-type: none">• <u>Americas Market Intelligence</u>• <u>Competitive Marketing Compete Center</u>• <u>Competitive Compass</u>• <u>EMEA Market Intelligence</u>• <u>Consultant Reports Summaries</u>• <u>All Competitors –Alphabetically</u>• <u>Electronic Commerce</u>• <u>SoftwareGroup Competitive Project Office</u>• <u>Lotus</u>	<u>e-business Essentials</u> <ul style="list-style-type: none">• <u>e-business: Just the Facts</u>• <u>Communicating e-business</u>• <u>e-business: Guidelines, Advertising and Merchandise</u>• <u>Communicating the Brand</u>	<u>e-business Value Knowledgebase</u> <ul style="list-style-type: none">• <u>Begin here – Q and As</u>• <u>Industry Track</u>• <u>Selling Strategies</u>• <u>Business Value Case Studies</u>• <u>Process Roadmaps (and Offering)</u>	<u>Geographies</u> <ul style="list-style-type: none">• <u>Americas</u>• <u>Asia-Pacific</u>• <u>EMEA</u>	<u>News</u> <ul style="list-style-type: none">• <u>Events</u>• <u>News!</u>• <u>News!</u>• <u>Quick e-bus</u>• <u>What Consu</u>• <u>Saying Consu</u>• <u>Comer</u>
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SITE MAP PAGE

FIG. 4



[e-business] Advisor: Competition – Netscape

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e-business Essentials

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- Communicating e-business
- e-business: Guidelines, Advertising and Merchandise
- Communicating and Brand

e-business Value Knowledgebase

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- Selling Strategies

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FIG. 5



Site Map Form Lotus Notes

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e-business Advisor Site Map

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SITE MAP FORM

FIG. 6

O I P E J C I A I
SEP 29 2003
PATENT & TRADEMARK OFFICE

7/7
EN999071

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[Header Subform]

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\$\$QueryOpenAgent
[Footer Subform]

Submit

Font: Helv Size: 10 Style: [None]

Local Office

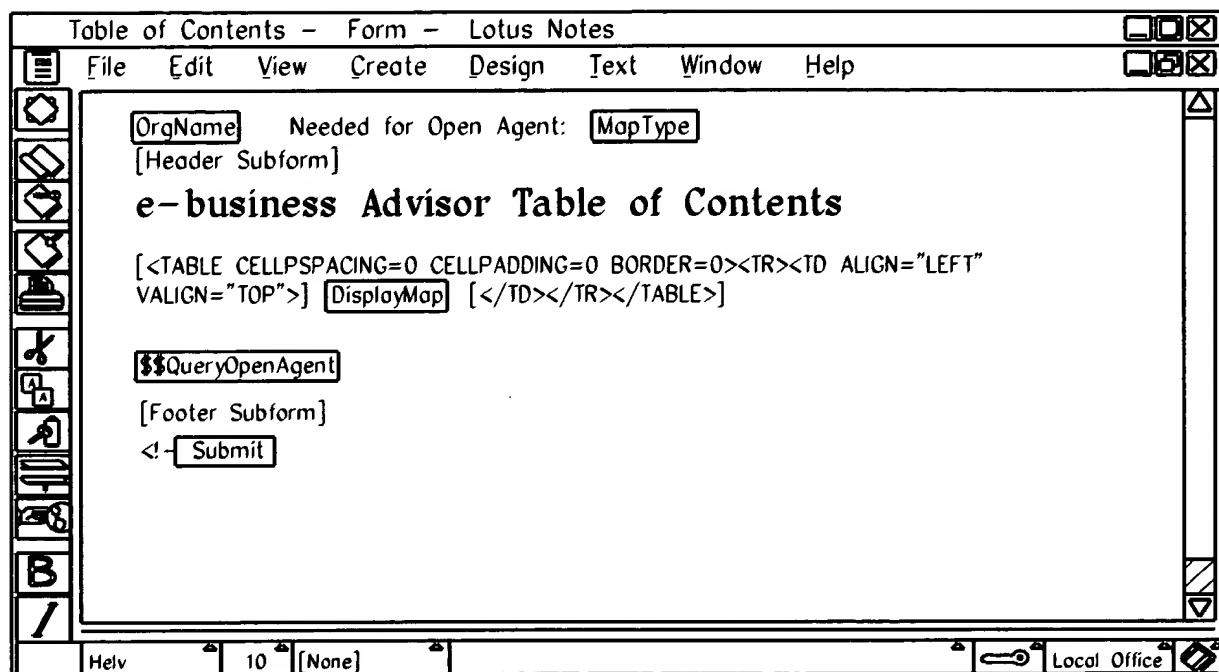


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